

Course Code:

PCMD301

Session:

2017/18

1. Course Title:

Consolidation of Studio Practice

Version

1.1

2. Date of production

Session 2011/12

Date of Approval

11 September 2011

3. Level:

SCQF 11

4. Credits:

90

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Programme Leader - Brian Cairns

7. Course Aims:

The course aims to:

- Enable students to produce a body of work that demonstrates a resolution of practice and critical understanding;
- Prepare students for the publication and presentation of work in collaboration with their peers and professionals in the field.

8. Intended Learning Outcomes of Course:

At the end of the course, students should have the ability to:

- Demonstrate informed judgments and decisions in relation to current issues within design practice;
- Demonstrate a heightened awareness of their own position within and contribution to the wider contexts of art and design;
- Demonstrate a critically informed reflection upon progress thus far, and the possibilities for their future development as designers;

- Develop a significant artistic project for public exhibition and/or publication;
- Bring the results of critical re-appraisal and research to a design solution via a variety of articulations and iterations within the contemporary practices of design;
- Exhibit good practice and cooperation when working in professional contexts;
- Take responsibility for selection and display of own work whilst demonstrating respect and sensitivity to that of others;
- Respond in an informed and constructive manner to the views and positions of others.

9. Indicative Content:

The nature of this course is to develop individual student articulations and find appropriate means for their execution. There will be a seminar once a week with presentations and additional tutorials.

Indicative debates for these seminars could include:

Cross-cultural design Talk and short project concluded with a presentation by each student which covers: designing for cross-cultural contexts; differing understandings of the term 'design'; the migration and subsequent colonisation of signs in the globalised marketplace; loss of 'the local'; vernacular/indigenous forms of visual communication.

Mapping of Practice Talk and short speculative project to be developed further by interested students (either individually or in a small team) which considers the expanded contemporary landscape of professional contexts. Consider 2D/3D/4D approaches to mapping practice.

Analogue/Digital Talk and small seminar group addressing discussion points which focus upon the ongoing dialogue between the two expressed in contemporary design practice, specifically focusing on typography and the digital/letterpress relationship, raising issues of authenticity, truth to process (i.e., modernist agenda), etc.

Researching Research

A talk which presents the nature of practice-based research, and outlines the nature of a visual epistemology, and the value of critique reflection and maintaining a journal.

Research in relation to the pitch

Looking at public speaking and presentation for design, including appropriate technologies for clarity in relation to dealing with cultural complexity.

Social Currency

Seminar as starting point relating to Twitter, Facebook, social networks and capitalist economies.

10. Description of Summative Assessment:

For this course, students must submit:

- Self evaluation in the form of a VIVA presentation with supporting written commentary relating to the development and intended aims of the project originating from their written proposal;
- Sketchbooks and supporting research methods demonstrating a visual reservoir (or epistemology) of supporting contextual imagery for further advanced study and

development.

- The agreed project in visual/audio/textual form as an exhibition.

This is the summative assessment point for the award of MDes in Communication Design.

Note: Project-dependent work may alter in the light of particular project requirements.

10.1 Please describe the Summative Assessment arrangements:

The Student must be able to:

- Demonstrate the ability to critically review and analyse from existing problems, sources and knowledge in a manner that allows informed judgement and critical appreciation
- Critical and reflective knowledge of visual communication through the execution of a Masters research project
- Demonstrate and communicate to others a sophisticated analysis and critical reflection on personal learning through the production of a Masters project submission
- Critically reflect on the role of group dynamics and interplay as part of the production of a Masters project
- Formulate and complete an individual or group based research project which demonstrates an advanced critical awareness of conceptual and practical knowledge within the field of contemporary design.

11. Formative Assessment:

N/A

11.1 Please describe the Formative Assessment arrangements:

N/A

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

Successful completion of Stages 1 and 2

14. Co-requisites:

None

15. Associated Programmes:

MDes Communication Design

16. When Taught:

Stage 3

17. Timetable:

N/A

18. Available to Visiting Students:Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No **21. Learning and Teaching Methods:**

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture	15	15
Studio		210
Seminar/Presentation	45	45
Tutorial	15	15
Workshop	15	15
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	600
Other (please specify below)		
TOTAL	90	900

22. Description of "Other" Teaching and Learning Methods:

N/A

23. Additional Relevant Information:

This course will provide the opportunity for students on the MDes in Communication Design to build a portfolio of work for final submission.

24. Indicative Bibliography:

N/A